



दूरदर्शन



15 YEARS OF CELEBRATING THE MAHATMA

Ministry of Information and Broadcasting Government of India



सत्यमेव जयते



Hon'ble Prime Minister Sh. Narendra Modi addressing the Nation on 'Mann Ki Baat'

About Us

The Ministry of Information and Broadcasting was set up right after India's independence with a vision of creating a window for communicating programmes and policies of the Government to the people by employing various modes of communication. The Iron Man of India Sardar Vallabhbhai Patel served as the first Minister for Information and Broadcasting. Since its inception, the Ministry has played a vital role in informing, educating and empowering the last mile.

Right from independence, the Ministry has undergone transformational changes, adopting along the technological advancements in order to further the outreach and effectiveness of Government Communication. With 360 degree communication, keeping in mind the beneficiary at the centre, the Ministry's endeavour is to bridge the gap between citizens and government. The communication landscape has changed from the traditional mode of one-way communication to two-way communication with the citizen being a proactive contributor through a feedback mechanism.

To achieve its mandate, the Ministry employs different modes of mass communication of print, electronic, films, social media and interpersonal communication including radio, television, newspapers, social media platforms, outdoor publicity and traditional modes of communication such as dance, drama, folk recitals, puppet shows, etc. The Ministry is the nodal agency for policy matters related to Media & Entertainment sector. It acts as a catalyst for creating a conducive environment for Broadcasting and Film sector in the country, simultaneously helping strengthen the Public Service Broadcasters.

Freedom of the Press is a Fundamental Right guaranteed by the Constitution of India and accordingly, the Ministry works relentlessly to foster and develop a conducive media environment. The Ministry strives to adapt itself to the changing technological paradigm in order to foster the growth of Media and Entertainment industry. This is achieved by bringing timely policy changes to meet both current as well as future requirements.



The Union Minister for Information & Broadcasting, Shri Prakash Javadekar flagging off the new DSNG vans assigned to DD News, in New Delhi on June 04, 2019.

Profile of the Ministry

The Ministry of Information & Broadcasting is headed by the Union Minister of Information & Broadcasting who is assisted by the Secretary I&B and other officials of the Ministry. The Organisations under the aegis of the Ministry cater broadly to Information, Broadcasting and Films sector.

1. Information Wing

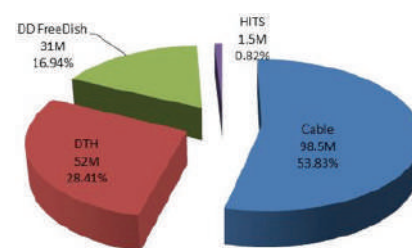
- It deals with the quintessential task of Information Dissemination, Education and Communication of various Government policies and Programmes to the last mile.

2. Broadcasting Wing

- Public Broadcasters:** Prasar Bharati (Broadcasting Corporation of India) is the public service broadcaster in the country with All India Radio (AIR) and Doordarshan (DD) as its two constituents. Its mandate is to organize and conduct public broadcasting

services to inform, educate and entertain the public and to ensure a balanced development of broadcasting in the country.

- DD News and AIR News are the most authentic and trust worthy sources of information for the masses in India.
- Doordarshan with 35 satellite TV channels provides its Direct to Home (DTH) Service on a free to air basis reaching out to 34 million households across the country. Similarly All India Radio through its vast network caters to the last mile.



Television platform wise distribution

(For more information, kindly visit www.prasarbharti.gov.in, www.doordarshan.gov.in, www.allindiaradio.gov.in)

- Community Radio is another important tier in broadcasting which provides a platform to air local voices among the local community on issues of regional and national importance. There are more than 250 operational Community Radio Stations in our Country currently.

3. Films Wing

- ▣ Films wing is entrusted with the matters relating to films viz. promoting co-production avenues, developing policies for film development and production through film promotion funds and film facilitation office, preventing film piracy, sanctioning of films, granting film shooting permissions, ensuring Ease of Doing Film business, dissemination and preservation of rich heritage of films.
- ▣ It also organises the prestigious National Film Awards, International Film Festival of India and other national and international film festivals.

4. Training and HR

- ▣ Indian Institute of Mass Communication is the leading institute for imparting Education and training in the field of Journalism. It acts as a Training Academy for the Officers of Indian Information Service. (For more information, kindly visit www.iimc.nic.in)
- ▣ It also undertakes development Journalism Courses for International students from several Countries.
- ▣ Film and Television Institute of India (FTII), Pune and Satyajit Ray Film & Television Institute (SRFTI), Kolkata are India's premier institutes for imparting education in the field of Film making and Cinematic Studies.



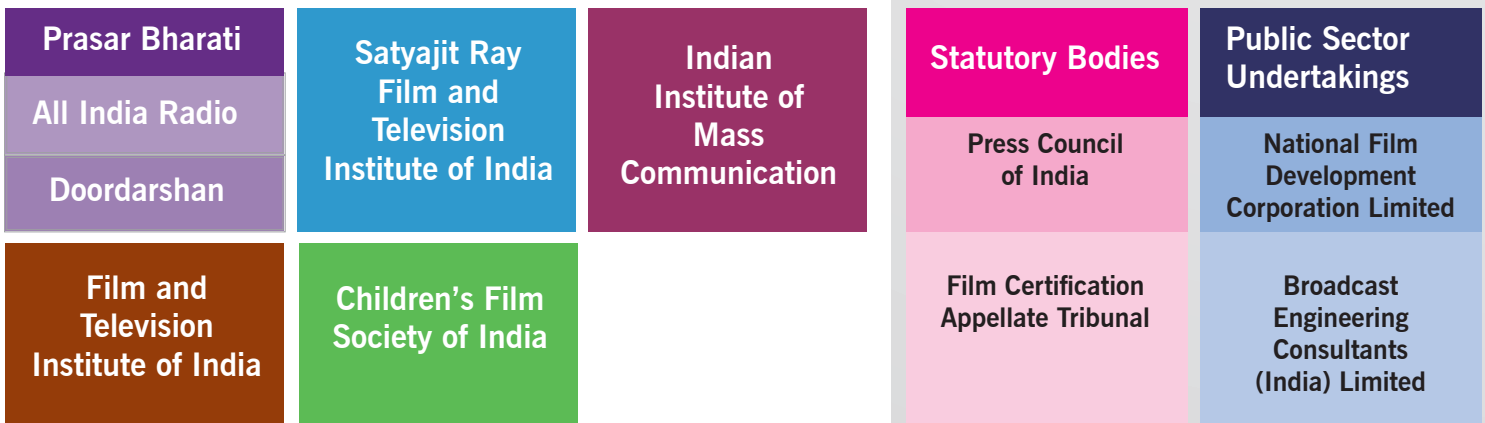
Campus of Indian Institute of Mass Communication, New Delhi

5. Major Organisations working under I&B Ministry

Media Units



Autonomus Organizations



Recent Transformational Initiatives

हमें
शक्ति
शारीरिक क्षमता
से नहीं मिलती।
यह अदम्य इच्छा शक्ति
से उत्पन्न होती है।

~ महात्मा गांधी

Celebrating 150 years of Mahatma



- To commemorate 150 years of Mahatma Gandhi and propagate his teachings, the Ministry undertook various activities like creation of short film, special programmes on Doordarshan (DD) and All India Radio (AIR), organising multimedia exhibitions, creation of infographics, publicizing on social media, publishing books and organising film festival .



Facia of Multimedia Exhibition
'Bapu Relived In Word, Deed And Action'
at Palika Park, Rajiv Chowk, New Delhi.

National Museum of Indian Cinema (NMIC)

- ▣ National Museum of Indian Cinema is a dedicated museum at Films Division Complex, Mumbai that brings to life the century-old heritage of Indian cinema. The Museum, aims to take its visitors through an absorbing journey of Indian cinema in a story telling mode with the help of visuals, graphics, artifacts, interactive exhibits and multimedia expositions.

(For more information, kindly visit www.filmsdivision.org/nmic.html)



Inauguration of NMIC by Hon'ble Prime Minister Shri Narendra Modi

Integrated 360 degree Communication Campaigns



- Bureau of Outreach and Communication (BOC) carries out the quintessential task of 360 degree information dissemination through special outreach programmes, Advertisements, Multimedia Exhibitions etc.
- Extensive coverage of various flagship schemes of the Government including Union Budget.
- Proactive use of Social Media.

E-initiatives

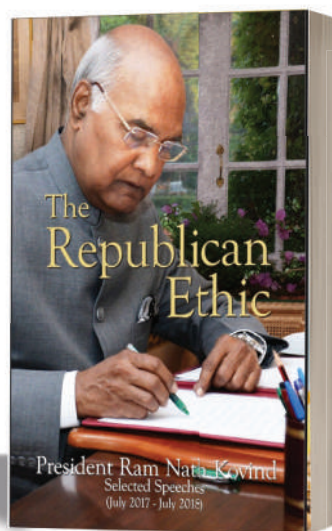
- For enhancing transparency and digitization of broadcasting services, an online portal 'Broadcast Seva' is being developed..
(For more information, kindly visit www.broadcastseva.gov.in)
- Several Media Units of the Ministry such as Press Information Bureau, DD News, AIR News etc. have developed mobile based apps for round the clock news dissemination.
- Online processing fee for Multiple System Operators (MSO) registration through online portal 'Bharat Kosh'.
- Extensive use of e-office for e-governance.
- Print books, e-books, print journals and e-journals are sold through e-commerce platforms such as Bharat Kosh portal and Amazon.
- All India Radio, Press releases of Press Information Bureau made available on Amazon Alexa.



All India Radio on Amazon Alexa

Publishing Books of National Importance

- Published two volumes of the selected speeches of the President of India, covering his first year in office. These Volumes, titled 'The Republican Ethic' and 'Loktantra Ke Swar'.
- Publishing of journals namely Yojana and Kurukshetra to disseminate information about government policies and programmes including the prestigious reference annual book India/Bharat 2019.



Ease of Filming



Union Minister for Information & Broadcasting, Shri Prakash Javadekar releasing the IFFI 2019 Poster

- Setting up of Film Facilitation Office (FFO) and FFO Portal, providing single window clearance for film shooting in India. (For more information, kindly visit www.ffi.gov.in)
- The Ministry has launched e-Cinepramaan, an online film certification system of the Central Board of Film Certification (CBFC). (Link to the portal: www.ecinepramaan.gov.in/cbfc)
- Introduced amendments to Cinematograph Act to tackle film piracy in the country.
- Rationalisation of Goods and Services Tax (GST) for movie tickets.

Public Broadcasting

- ▣ Prasar Bharati through Doordarshan and All India Radio is amongst the largest public broadcasters in the world reaching out to the entire populace of India and more than 150 countries across the globe.
- ▣ Completion of 50 episodes of “Mann ki Baat” - a revolutionary outreach initiative of Hon’ble Prime Minister on All India Radio
- ▣ Launch of DD Arun Prabha – a dedicated 24x7 satellite TV channel for Arunachal Pradesh
- ▣ **Disruptive Innovation:** DD FreeDish generates 400+ cr annual revenue and revolutionises Free To Air Broadcasting.
- ▣ Prasar Bharati has a diverse online presence with 64 Live streams available through Mobile App and Internet, 66+ YouTube channels, 260+ active Twitter handles & Facebook pages etc.
- ▣ 200+ private FM stations have signed up for AIR News.



- ▣ **Content Diversification:** Doordarshan has recently launched DD Arun-Prabha and 11 new Satellite channels on DD FreeDish for covering every state/region of the country.
- ▣ **Quantum Leap in Scale & Complexity of coverages of National Importance:** 170 Live Telecasts annually, 30+ camera productions, wide area event coverages and remote location coverages leveraging 30 OBs, 40+ DSNGs nationwide.
- ▣ Private FM channels to carry AIR News
- ▣ Channels of Bangladesh and South Korea on DD Free Dish; DD India to be positioned in both the countries
- ▣ Production of special programmes such as Mahila Kisan Awards, Tejaswini, Ground Reports to promote government policies and programmes.



Hon'ble Prime Minister, Shri Narendra Modi and other dignitaries at the launch of DD Arunprabha at Arunachal Pradesh on February 09, 2019.

Annual Endeavours

Press Tours and Regional Conferences

To foster deeper appreciation through interaction & creation of awareness about the developmental initiatives/schemes of the government, Press Information Bureau (PIB) organises Press Tours and Regional Conferences throughout the year.

PIB also undertakes accreditation of Journalists including Foreign Journalists and implements the Journalists Welfare Scheme. Every year around 2800 journalists are accredited by PIB and around 1 Crore Rupees have been allocated for the Journalists Welfare Scheme.

Annual Conference of Media Units

Ministry of Information & Broadcasting organised the First Annual Conference of Media Units on 13th February, 2019 to provide a unique platform to the officers of the Indian Information Service working under different Media Units to discuss and deliberate upon the emerging areas of the evolving communication paradigm.



Former Minister of Information & Broadcasting (I/C), Col. Rajyavardhan Singh Rathore with the senior IIS officers, at the First All India Annual Conference of Media Units.

Publication of Reference Annuals - India and Bharat

It is the most comprehensive digest of India's progress in different sectors and fields. The book deals with all aspects of growth and development from agriculture to industry, rural to urban, science and technology, environment and conservation, art and culture, economy, health etc.

National Film Awards

The National Film Awards is the most prominent film award ceremony in India. Established in 1954, it has been administered by the Directorate of Film Festivals since 1973.



International Film Festival of India (IFFI)

- Started way back in 1952, the first ever IFFI was organized by Films Division, Government of India, with the patronage of the first Prime Minister of India – Pt. Jawaharlal Nehru. It aims at providing a common platform to the cinemas across the world to project the excellence of the art of filmmaking. It is India's most prestigious Festival and also holds the distinction of being the first International Film Festival held anywhere in Asia.
- International Film Festival of India will be celebrating its Golden Jubilee in 2019 from 20th November-28th November in Goa. Several initiatives have been undertaken by the Ministry to make this a grand event for the cinema lovers across the globe.



(For more information, kindly visit <https://iffigoa.org/>)








National Photography Awards

National Photography Awards

It is given to photographers in India in three different categories, namely - Lifetime Achievement Award, Professional Photographer of the Year and Amateur Photographer of the Year. It may also include five Special Mention Awards in both Professional and Amateur categories. Award ceremony is organized by Photo Division under the Ministry.

Social Media Outreach of Ministry of Information & Broadcasting

Platform	Followers/ Subscriber	Link
 Facebook	13,00,000	www.facebook.com/inbministry/
 Twitter	10,00,000	www.twitter.com/mib_india
 Instagram	75,000	www.instagram.com/mib_india
 Youtube	1,11,488	https://www.youtube.com/INBMINISTRY
 Blog	40,00,000	http://inbministry.blogspot.com/

वस्त्रि निर्माण के दो रास्ते हैं -

दमन

को वुनौती देने के लिए दमदार बनना

और इसके परिणामस्वरूप

कठिनाइयों

को सहना जिसमे आप में

साहस

जागरूकता आएगी।

~ सरदार वल्लभभाई पटेल

यदि हमारा भारत,

प्राचीन भारत,

दुनिया को प्रेम और

अहिंसा का संदेश देता है,

तो देश अपनी यह

जिम्मेदारी

भी निभाएगा।

~ सरदार वल्लभभाई पटेल

एक देशी प्रशासन

में एकता और

आपसी सहयोग का होना

ज़रूरी है।

~ सरदार वल्लभभाई पटेल

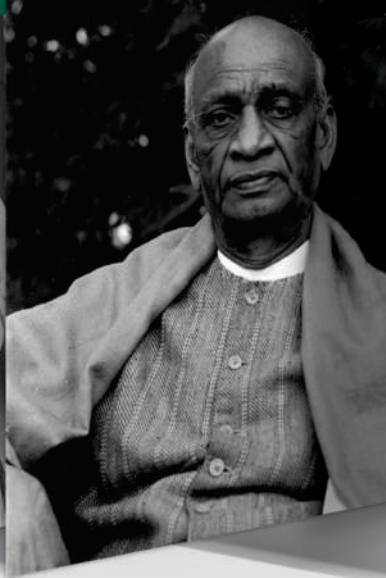
आप क्रांति के पथ
पर चल सकते हैं
पर आपकी

क्रांति

समाज के लिए सदमा न हो।

क्रांति में हिंसा का कोई स्थान नहीं है।

~ सरदार वल्लभभाई पटेल



Ministry of Information & Broadcasting
Government of India

Shastri Bhawan

Dr Rajendra Prasad Road, New Delhi-110011

To find out more about Ministry of I&B, kindly visit www.mib.gov.in.